

Amendments to the Claims:

This listing of claims will replace all prior versions, and listing, of claims in the application:

Listing of Claims:

1. (currently amended) A household appliance comprising:

a cabinet; *memorably for storing advertising and data*
a display mounted to the cabinet, said display being adapted to present a
plurality of visual screens to a consumer; and *for controlling appliance and*
control means for establishing an advertising mode of operation wherein
information concerning the household appliance is presented on the plurality of
screens for educating the consumer on the household appliance ~~by calling public~~
~~attention to the appliance to emphasize desirable qualities of the appliance to~~
~~arouse a desire to buy the appliance~~, wherein said household appliance is selected
from the group consisting of a washing machine, a dryer, a dishwasher, a range and a
refrigerator.

2. (original) The household appliance according to claim 1, wherein the information
concerns particular features of the household appliance.

3. (original) The household appliance according to claim 1, wherein the information
concerns programming features of the household appliance.

4. (original) The household appliance according to claim 1, wherein the control
means receives desired cycle parameters selected by the consumer for a simulated
appliance operation.

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5. (original) The household appliance according to claim 4, wherein the display constitutes a touch screen display through which the desired cycle parameters are inputted by the consumer.
6. (original) The household appliance according to claim 5, further comprising: non-permanent memory in which the desired cycle parameters are temporarily stored.
7. (original) The household appliance according to claim 1, wherein the display constitutes a touch screen display through which input parameters can be entered into the control means.
8. (original) The household appliance according to claim 1, wherein said control means further includes means for establishing automatic and interactive formats of the advertising mode.
9. (original) The household appliance according to claim 8, wherein the plurality of screens are successively displayed in a timed manner under the automatic format.
10. (original) The household appliance according to claim 9, wherein each of the plurality of screens is paused for receiving operator input parameters under the interactive format.
11. (currently amended) A method of operating a household appliance comprising: establishing an advertising mode of operation; and providing information to educate a consumer about the household appliance on a screen of a display incorporated into the household appliance by calling public attention to the appliance to emphasize desirable qualities of the appliance so as to arouse a desire to buy the appliance, wherein said household appliance is selected from the group consisting of a washing machine, a dryer, a dishwasher, a range and a refrigerator.